21
1



The ART of ISSUING A COLLEGE ANNUAL

MODERN ~ BUSINESS METHODS FOR THE MANAGER

by F·B·Nichols

Additional Articles

INTRODUCTION
by G. A. Betts

EDITING THE COLLEGE ANNUAL
by Charles Dillon

ADVERTISING
SELLING VALUES
by B. P. Bartlett

The ART of ISSUING a COLLEGE ANNUAL



LB3621
.N6

Copyright 1918
Arthur Capper ~~Engraving Company~~
Topeka, Kansas

©CLA507008
OCT 15 1918

no 1



INTRODVCTION

By G. A. Betts



During the most active part of a student's life, in the time when the most is required of him, comes the school annual with all of its attendant pleasures and difficulties. A meeting of the class is called and in a very brief space of time one student finds himself business manager of a company—the class—that has decided to edit and publish the largest and best annual that this particular school has ever issued.

This manager, and likewise the editor-in-chief, on whom the larger part of the work will fall, frequently are chosen on account of their work in other activities in the school, and not because of special knowledge concerning the publishing business. They usually are the busiest members of the class, yet they must take up this new role—work in which they have had no previous experience—and it is absolutely necessary that they make it a success.

I have met these young people year after year and helped them plan and build the book that had first seemed so easy and afterward so difficult or impossible.

It is a big task to produce a book that will meet the needs of the school and at the same time be within the means of the annual organization. Consequently it has become obvious that a complete set of tried and well defined plans is necessary if workers are to make a decided success of their venture. I have noticed that frequently the time lost or wasted in the beginning, thru a lack of knowledge of just where to start, if used properly would have made the book an unqualified success.

To be the most valuable to the staff such a guide should be written by one who has found himself in just the position described, for he must have had, and overcome, every difficulty that will be encountered. He must be a man who is capable of writing these things so they will be understood. F. B. Nichols, associate editor of the Farmers Mail and Breeze, who wrote this guide to success in annual management, was formerly business manager of The Royal Purple, the annual issued by the Kansas State Agricultural college, and he made it a big financial success, having a considerable surplus of money which was returned to the class members. He also was the editor-in-chief of this annual.

Charles Dillon, managing editor of the Capper Farm Papers, who has written an article for this book on "Editing the College Annual," has spent the greater part of his life in editorial work. His book, Journalism for High Schools, has been adopted generally in many states, including Kansas, as a text on this subject. He was formerly professor of industrial journalism in the Kansas State Agricultural college, where he had considerable experience in helping to edit and plan The Royal Purple.

Mr. B. P. Bartlett, a successful advertising expert, associated with Capper Publications, is just the type of man that could put the advertising section of a school or college annual "on the map." He has given the advertising manager what he considers to be the very keynote of success, as well as some very clever suggestions as to methods of increasing the usual list of firms and each firm's space.



EFFICIENCY IN MANAGEMENT



By F. B. Nichols

A high standard of efficiency is required in the business world today. In no line of work is this more important than in managing a school or college annual. The ideal should be to reduce the expenses to the lowest point possible in producing a good book—just where this point is requires a high degree of business judgment from the manager. This most certainly does not mean that the workmanship on the book should be inferior because of the demand for a low price. It is far better to get out a small book with real engravings and printed properly on good paper than to issue a much larger book with poor engravings, produced by careless printers on inferior stock.

Consider the reputations of the firms with which you deal most carefully. You have, of course, already closed your contract with the Capper Engraving Company, a firm experienced in producing superior college engravings, so there need be no fear in regard to the quality of the engravings. If you will now select a good printer and allow him to use a quality stock you will have made an excellent start on your work.

An exact record should be kept of every cent received and every cent spent. Most schools and colleges now require the books of the annual committee to be audited by some member of the faculty, and if this is not the case your committee should suggest it to the faculty and get a member appointed for this purpose. This will give a feeling of security and a protection to your committee that will be most helpful. There will then be no question from anyone in regard to the way that the money is being spent, and that will aid in getting all of the organizations of the school behind the book, and it will help greatly in its sale.

Cut off the unnecessary expenses with which so many books are burdened. This can be done if all of the members will work together in the right way. This includes the elimination of an excessive amount of traveling, which many college committees, especially, have had. Every time that money is spent in an unnecessary way it discredits the book and the whole college annual business. You, as manager, realize this. You realize, further, that you have an opportunity to get a business training that will be decidedly helpful, and that will without doubt reflect to a considerable extent the success which you will be in after life. Put the same high intelligence into the committee work which you will use later in your own business and you will not go far wrong.

Your work will require the use of a vast amount of patience; more, probably, than you realize now. In dealing with the human factor in this world, especially when taking money away from persons in return for a service such as is given by a college annual, you are constantly encountering new factors. Patience, intelligence and tact are required to the highest degree. You, of course, have these characteristics or you would not have been selected by the class to manage the book, but still you will have need to remember their importance every day.

Especially is it necessary to keep all of

the college organizations behind the book. Never neglect the opportunity to impress on the students to the maximum degree the importance of the book, and the fact that it is a real school or college annual, and not merely a class book. The day of the class book has passed; the ideal should be to produce a book that will represent the whole school. Your class merely has this duty in charge for this year. If you talk this school annnal ideal constantly and get the rest of the folks in the school to understand it thoroly, you will find that the other classes and the faculty will be for you to the limit, and the work of financing it will be a great deal easier than it otherwise would be.

By this method you will be able to uncover sources of income which were not possible before. Naturally the method of financing the book will depend on local conditions—it is different in every school and college—but there are a few fundamentals which are fairly obvious everywhere. One of the main ones is the assessment on the class which is getting out the book, which is either the senior or junior class. The usual rule is to assess the class as heavily as the members think fair, and then give every member a book without further charge. The other classes should be just as well represented as possible. Urge upon them the importance of taking as much space as possible.

Many annuals make a charge to the classes and organizations which just about covers the cost of the space and then the manager allows them to take all of the space they will buy, with some limit of course which would prevent some of the especially rich organizations, which might buy up a large section, from getting an undue amount of publicity. This system allows a great expansion in the size and interest which the book will have, and it also will help greatly in the sale of the book. When a student appears in it in a half dozen or more places he is much more likely to buy a copy than when he is not mentioned.

This system of asking the different associations which are financially able to do so to pay for their space is absolutely fair, as well as being a good business plan. It allows the business manager to make a great development in the percentage increase in total receipts, and opens up a source of revenue which is either neglected entirely or is given only incidental attention.

Two other very important sources of income are the money obtained from the sale of the books and from the advertising. Both are discussed under special chapters. Prompt collections are essential from every source except advertising; with advertising the rule is to collect after publication. If the book is printed in the spring, say in May or June, try to get all of the collections in, except the advertising, by April 1. The books should be sold by ticket, and the sale should end as a rule by March 1, or before it is necessary to give the final order on the size of the edition to the printer.

Finally, in all of your work, don't forget the essential factor in the success of every business man, which is tact. You will have many trials—or if you don't you will be the first manager on record who didn't have. Members of other classes, your own classmates and even members of your own annual committee, will be constantly suggesting freak ideas that are absolutely impossible from a financial standpoint—and perhaps from others—and you will have to prove this clearly and carefully if you expect to continue to receive their support.

For whatever else the annual committee may do it must have the loyal support of the entire student body—that is the most

important axiom you will have to remember. On your shoulders, as the executive head of this committee, most of the responsibility of getting this support rests. It is a responsibility that is a care and a privilege. You will get a training that will aid more than you believe now in after years, when you are against the difficult problems of life in the outside world. So we congratulate you, Mr. Manager. Keep your pep! Go in and win!

SELLING THE BOOKS

The campaign for the sale of the book should be based on the idea that it is a school annual. and not merely a class book. If this is understood generally, and it is realized that all organizations and efforts of the school will be given a fair amount of space, a big start will have been made in the selling campaign. Never neglect the opportunity to impress this idea wherever you can.

Get all of the publicity in every way possible long before the selling campaign is started. This is the most valuable part of the sales work. You can see this generally in the sale of many of the goods which are advertised commonly; the sales manager does not wait until the goods are ready before starting his advertising campaign. He probably has been at work for months, by the use of ordinary paid advertising and otherwise, to get the widest possible publicity for the goods. His example is something which should be considered very carefully by the business manager in deciding on the plans for the sale of the books.

Usually the committee in charge of the annual is represented on the staff of the school paper, or at least the two staffs work together closely. Make the most of this publicity. Conduct a campaign from the time school opens in the fall, and the first issue of the paper is prepared, telling of the fine new features which the annual will have. Impress on everyone the completeness with which all school affairs will be covered. You can take it as an axiom that the more frequently the average person expects to get his picture in the annual the more likely he is to buy a copy. This is perfectly natural; if he is well represented it makes the book more interesting to him in after years.

Much good can be done by talking about the merits of the annual before the different associations. Get a member of the committee who can talk clearly and forcefully on the programs of all of the school organizations, and especially before the general assembly.

And now we come to the selling method. There are different plans, of course, but the one which has given the greatest satisfaction—the one which is fundamentally sound from a business standpoint—is to sell tickets for the book, and to do this in the winter, not later as a rule than March 1, before the book is printed. In this way there is no chance for loss. Every book is purchased and paid for before the edition goes to press, and there is no chance of the committee having a lot of books left on hand which could not be sold. That, by the way, has been the unhappy experience of a great many business managers who elected to risk waiting until the book appears before selling it.

As a rule the students have more money in the winter than they will have at the close of the school year, and they enthuse

more over buying a copy of the book. The efforts which are being made to collect material for the book are more likely to be in a student's mind at that time, and he is more likely to be impressed with the importance of the book than he can be later. The most important thing, however, is the idea that if you get the book sold and the money in hand at that time there will be no loss from unsold copies—for as you have discovered before a good high charge is made for white paper and labor costs in book production. And as a final argument for the advance sale of the book, the fact that most of the schools over the country use this method is a sufficient indication of its value. Have tickets printed which call for a copy of the book when it is printed, require cash in advance for these in every case, and then don't print one extra copy. If you eliminate this extra copy feature it will make it easier for the committee the next year to get the money in advance.

Don't be afraid to charge a fair price for the annual. Most annuals are sold at too low a price—a price much less than the production cost, and this is not fair nor sensible. The important thing is to produce a book which has real quality—that is of much more importance especially in after years than the extra cost required to get maximum results. Charge an honest price for your effort and then work to produce a book that will represent the school properly, and there will be no objections to the increased cost.

In the sale of the book, after deciding on the ticket system and after obtaining the widest possible publicity, especially thru the school paper and thru personal appeals to all of the school organizations, comes the use of special schemes. Frequently some special stunt, such as beauty contest—giving a certain number of votes for every book sold, which are cast in favor of the more popular girls—is effective. The use of form letters, addressed to every member of the school, sometimes pays well. A big feature is to obtain the personal, loyal support of some of the leaders in every class, and to get them solidly behind the sale of the book. If you will do this you will have made a big start in "getting across" with the book.

There is no reason for having the sale of the tickets extend over a considerable time. Three weeks usually is plenty long enough. Start it with a whoop, keep up the enthusiasm right thru the selling period and then stop it. That is the way to get the maximum results.

EDITORIAL EFFICIENCY

For the Managing Editor and His Assistants

A big responsibility rests on the managing editor and his assistants. No matter how hard the business manager may labor, no matter how many books are sold or how much advertising may be obtained, the annual will be a flat failure unless the editorial department puts forth its maximum efforts. It is indeed a responsibility and a privilege to be connected with the editorial department of one's school annual. When one puts forth his best efforts, when he helps to produce a book that is worth while, he will have done something that will be a source of satisfaction to him all thru his life. Not only that, but he will have demonstrated early

in life that he is a leader, that he can do things worth while.

The first thing for the managing editor and his assistants to do is to view the book in terms of school or college service —to have the idea of making it of the most value to the school at large. It should not be a class book in any sense of the term but should represent fairly and completely all of the organizations and efforts of the school. We need not dwell on the tremendous value of this in helping to finance the book. The important thing is that this will be of the greatest help to the school, and will show that you are in the big league class; it will indicate that you have the real ideal of service so essential in producing an annual that will be a credit to yourselves.

The first thing is to get the work divided among the committee so that every person will have a definite task and be responsible for this. This division will at least include an associate editor, an art editor, and athletic editor, and such further divisions as seem best. Every editor should be able to write clearly and forcefully on his subject, and should have an enthusiasm and love for his particular line. The athletic editor, for example, should be a man who has been successful in athletic work, and who has a fundamental knowledge of sports in general. The art editor should be a student who has ability in this work, and who has made a careful study of the results obtained in books. These general fundamentals apply to the editors for all the departments.

It is well to make this division just as soon as possible after the committee is selected; in fact it should be formed with the qualifications of the various members in mind. It should be selected two years in advance; if the seniors issue the book, for example, the committee should be selected in the fall of the junior year. This plan is used at most of the larger institutions, and experience has demonstrated that it is fundamentally sound.

A decision in regard to the number of pages should be made as soon as possible. Naturally the manager will have to be much concerned with this, as the committee should use great care in planning a book so it can be paid for. After the number of pages has been determined the general layout can be made, with a careful division of the space among the different departments. Right here usually is where there is much debate, and much difference of opinion. The athletic editor, for example, as a rule wishes to "make away" with an abnormal amount of space for his department. That art editor desires to use much white paper for his section. Others insist that there should be a huge amount of space given to pages of snapshots, which as a rule are very popular. And so it goes.

The axiom to go by in deciding on the space is to see that all departments are represented fairly; to avoid making any one department top-heavy. Of course this is a problem and requires some very fine judgment. but then if you go into newspaper work and should become a managing editor this is the sort of thing you would have to be deciding constantly. You can perhaps get some help along this line by considering what former classes have done back for perhaps four or five years. Naturally you will get out a book that is "different," but the experiences which they have had should be of interest.

This also is true with the books from other schools; examine all of the efforts of the other committees which you can find. You will not, of course, wish to use any of the ideas which you find there in the form in which you find them, but frequently a book will suggest a new feature

that can be worked into the book you will produce which will apply to local conditions. Naturally you will wish to get as many new, original, distinct and forceful features as possible. Avoid the freakish, however; always use good taste.

And right here the matter of judgment enters. Bear in mind all the time that the more judgment you can get to bear on the features of the book the better it probably will be. The help you can get from some member of the faculty or some loyal member of the alumni frequently will be very valuable. This especially is true in the use of snapshots and some of the alleged jokes which will be submitted. Try to consider these in the light of what your more mature judgment will be in after years, and also get outside help on these problems. Have the ideal of leaving every offensive thing out of the book, and in case of doubt take the safe course and eliminate it anyway.

Early planning will allow the producing of copy long before the closing date, so the engraver and the printer will have a chance to do the best possible work. In fact, the closing date should not be regarded in any way except as the date for the sending in of the last bits of copy which remain. A high proportion of it should be in weeks before. If the work is managed in this way it will be distributed properly for the annual committee and you will avoid some of the astonishing things which develop when it is put off until the last minute. For example, one of the larger annuals in Kansas a year or two ago was printed in the East, and at the "last minute" the committee had to make many of the page corrections by telegraph. As a result there were many errors in this book and of course the students were not satisfied, and naturally the committee got the blame. How much better it would have been if the copy had been sent in early and the book issued in a normal way!

Plan the book so you will use all of the white space. There is much careless make-up work done on many annuals, with the result that valuable white space is not used. Why not use this space to carry actual, definite records about the work of the college year? In fact this is true all thru the book. Make it an accurate record of all of the school life, and eliminate what in newspaper offices is forcefully called "bunc," or sometimes in college circles "inflated atmosphere."

Dwell on the historical, the information which will be of interest in after years. Make the definite records of all contests with other schools, both athletic and otherwise, especially complete. Tell of the school events thru the year. Have stories about the traditions of the school, and of the places visited on "hikes." It is better in the senior section to merely give a record of the associations to which a person belongs—making it purely historical—than to attempt any "write-ups," as these are certain to be unsatisfactory in some cases, while a clear, definite record of what one has done and the associations to which he has belonged is dignified and sensible, and appears much better in after years than some of the things which we so frequently see printed.

Don't allow any editor to "hog" more than his share of space, which someone almost always makes an effort to do. Give all general phases of school life a chance. A high school annual issued a year or two ago devoted thirteen pages to telling about a punk football team which had lost all but one game—with a team from a school so small that the players literally had to be drafted—and but one-fourth page to a debating team which had defeated every team with which it had come into competition. Such a system was

unfair, senseless, illogical and otherwise unnecessary. Give all activities of the school life a fair amount of space.

The art editor has an especially big opportunity and responsibility. His most important thing is to work in the closest harmony with the firm which is doing the engraving work. Big engraving firms, such as the Capper Engraving company, have artists who have had experience on hundreds of annuals, and naturally they have gained knowledge with the years in handling this work. This fact is realized especially well today in the larger universities, and the excellent books produced by some of the larger schools are made possible only by the co-operation which exists between the art editor and the engraving firm.

If the book is to be a success it must carry the spirit of being a complete whole; otherwise it will appear more like a scrap book. To get this substantial air it will be necessary to have a certain design or plan carried out all thru it. That is why it is best as a rule to have most of the page headings and the art work on the snapshot pages done by the engraving firm. This will not be especially expensive; the artists work rapidly, and a few hours of extra time put in on the book will do wonders in making it a finished whole.

The importance of getting good copy cannot be over emphasized. It is true that with the great improvement of machinery and processes used in producing engravings in recent years it has been possible to get better results than one would expect from inferior copy, but it also is true that it will pay mighty well to supply the very best copy possible. This is especially true with the snap-shots. Most of the larger schools now collect the films and plates of these pictures and take them to the best photographer in town—if he can be induced to do the work in consideration of a fair price and other more desirable annual work—and get him to carefully print the best copy possible, considering every plate or film as a problem in itself, which indeed it frequently is. If you will use such a plan, you will find that your snap-shot pages will have a decided improvement over those in former annuals, which will be a mighty pleasing thing. That will be especially true if you will have the artists of the engraving firm arrange the pictures for you.

OBTAINING ADDITIONAL HELP

Get all of the outside help that is available for the annual work. You will realize the importance of this when you consider that as a general rule the larger the annual the greater is the attention which is given to help of this kind. Epecially is it mighty important that you work in the closest possible harmony with the engravers and printers. These men have as a rule been handling work of this kind for many years, and as a result of this they have accumulated a rich fund of experience in regard to the things which should be done to get the best results. It will pay mighty well to make the greatest possible use of this.

If you select high class firms to do this work you can depend on it that they are just as much interested in the success of your annual as you are. Their reputations depend on the quality of the work they turn out, and this of course is their most

important asset. Take with the Capper Engraving company for example; its principal asset is not the very expensive equipment which it has for producing quality engravings, costly as this has been, but it is the reputation which it has all over the Middle West of delivering engravings which give satisfaction. It has made this reputation by the use of the very best equipment, skillful workmen and the best possible co-operation with the people for whom it does work.

Ask your engravers and printers when you need help on special problems. You will find that they have at hand a rich fund of information which will save you money, improve the appearance of your book and reduce the number of irritating mistakes to the minimum. Make the greatest use of this outside help.

Then consider the help you can get from the alumni. This, as a rule, will be considerable, and decidedly valuable. You can find members of the alumni around every school, usually from the more recent classes, who still have the student's viewpoint, and at the same time it is tempered with a more mature judgment that will be very valuable in keeping things out of your book which should not be there. Why not get one or two of these loyal friends of the school to help you in an unofficial way? This is done commonly in the larger schools and universities, and in many cases is responsible for the attractive results produced. They certainly will help in avoiding errors which they have perhaps had experience with before.

And there is another thing about this help: It will be very valuable in increasing the sale of the book among the alumni, which is desirable from a financial point of view, and at the same time it aids in producing that fine spirit of loyalty so essential in every worth while school, no matter whether it is a high school, college or university. Give the alumni space in the book for a good long story, with pictures, concerning their activities. And make the most of the help you can get from its members.

Faculty help can be made very valuable. In selecting the faculty members of your committee, which as a rule should serve only in an unofficial capacity, it is of course necessary to use judgment. Select some member or members who are popular with the student body. They will help in avoiding errors into which you might fall. These include errors in the use of English and especially in judgment concerning the jokes and other material which should be used. Let several members of the committee, a member or two of the faculty and a member or two of the alumni see every bit of material which goes into the book. If you will do this you should be able to eliminate everything that is objectionable.

In other words, the point about all of this outside help is this: There is available, from outside sources, a huge amount of technical information in regard to the publishing of an annual which you can obtain free. It has been obtained from years of experience. Make use of this help—assemble the information and aid which you can get in the best possible way. It will mean a better book.



EDITING THE COLLEGE ANNVAL



By Charles Dillon

A student's annual, in high school or college, should be so written that it will be a source of pride, a souvenir of youthful days not containing a word or picture likely to cause regret in after years when life may have taken on a somewhat graver aspect. This does not mean that all humor should be excluded from its pages. Quite the opposite, indeed. But it should be **humor**, which is kindly, which in its reading creates laughter, while wit, in which so many thoughtless persons like to indulge, cuts and wounds, and leaves a scar. The chief trouble is found in the fact that many persons are unable to distinguish between "Pep," that very necessary quality in school life which adds interest to institutional activities, and the objectionable, and very frequently offensive explosion of animal spirits which finds expression in complete forgetfulness of others' rights and feelings. To take advantage of anyone, student or teacher, anonymously, is unforgivable, and injures the annual and the committee in charge of its writing.

The committee should bear in mind, in editing the school publication, that it represents the institution in that particular period with which the students were connected. It is not, or **should** not be the annual clearing-house for ill-temper or revenge. It should be as carefully written, in English as clean and grammatical, as the most dignified text-book. And this purpose can be achieved without making it gloomy or dull. The pieces so frequently seen in which the writers attempt an imitation of Josh Billings or Mrs. Malaprop in spelling, are in bad taste, and nearly always are the products of students who seek in this way to disguise the fact that they are themselves unable to spell properly. Shown to friends or family, twenty years later, such exhibits woud prove embarrassing.

A school or college annual should be perfect as to its artistic features. Only the best drawings should be accepted for publication; and in enforcing this rule the committee will be setting a standard which all ambitious students will seek to attain. Nothing ever was gained by printing mediocre work. To do so cheapens the entire volume. Moreover, it seems a waste of money and material to use any except the very best contributions. The college annual, in brief, should be a fine record of days that pass only too quickly, days that will be looked back to in after years with pleasure, if the work be well done by the editors, or with regret if it be handled in a slovenly way. Surely the history of an enterprise taking four years to complete is worthy the best setting. Nothing else should be permitted.



ADVERTISING

Selling Values

By

B. P. Bartlett



Advertising in College Annuals has been considered more or less a contribution to the student body or to the school itself, a good-will holder, as it were. By some outspoken merchants and manufacturers it has been unkindly called "graft" and "hold-up"—a necessary evil—an annual donation—one of the "conditions" to be tolerated and expected in a college town. For this condition, the management of the book, the method of solicitation or the solicitors themselves have been largely to blame. "It is Ourtown College Annual, and you should patronize it," has been the threadbare approach of the solicitor. Advertising today is an investment as important as clerk hire and the solicitor who "brings home the bacon" now sells values. Advertsing in the C. A. is not a benevolence, seeking the funds of gullible merchants to defray the expense of preparing and issuing a beautiful specimen of printing art, full of pictures, wit and poems, and with a little information regarding the institution. Of course, in return for the money he pays, the merchant has the opportunity of seeing his name and address among the other advertisements, but he is not often enough sold on the real value the book will actually deliver to him in honest-to-goodness business—and profits.

The C. A. has its place upon the "legitimate stage" of advertising; it has an established value as a sales force, effective and resultful to a greater or lesser degree, depending upon the usual elements of circulation, distribution, quantity and quality, as well as vitality of content, holding interest and compelling attention.

Advertising in the C. A. has an extended period of value. It does not meet the fate of the fiction magazine which is devoured and then destroyed. The C. A. is read and re-read, then kept as a reference book. It has value thruout the year. It is shown to friends. Its actual readers during the year are in larger multiples than the readers of ordinary advertising mediums.

Such advertising is a known-value means by which the retailer may educate the consuming student body to confidence in the character of his store and the quality of the goods he sells. The news value of each advertisement must be basically informative. The solicitor should study the trade conditions of each prospect and be prepared to suggest, to lay out, to illustrate and write the text of the copy when the prospect is not prepared or is disinclined to prepare his own.

To put the advertiser on the dotted line for the largest contract his business will warrant, he must be shown the direct application of his business to local student trade, the alumni and the purchasing power of the homes represented by the student body.

Before the solicitor can expect the largest success in selling advertising, he must first **sell himself** on the true value of the advertising service the book will actually render, measuring the result by actual dollars and cents. He must feel no apology necessary in presenting these values in solicitation. He must know every angle of his proposition and antici-

pate the usual objections and arguments.

Among the ordinary excuses is the threadbare "appropriation exhausted." This will be met successfully if the solicitor is sold on his own proposition. No commercial enterprise is unwilling to accept and care for—even to seek and to pay for increased business.

"I use the local newspaper, that's all I can afford," another says. Give him the facts and figures of the actual purchasing power of the clientele of the C. A. Show him the calibre of the student body and the alumni. Point out the sales possibilities with the student body thru the positive value of this advertising service.

Avoid the selling of mere space. Offer a **sales service** to the merchant and manufacturer just as a man seeking an opening as salesman in a retail store. This jobseeker sells himself to the merchant on his abilty to sell goods and earn the salary to be paid, and he knows what he is worth. Just so must the solicitor sell the advertising service of the C. A., knowing its worth, its sales ability and its outstanding value. But, I repeat, this cannot be done unless the solicitor has **sold himself** on the positive value of the advertising pages of the annual with specific adaptation to each and every line of business represented.

Prospects should be listed and carefully followed until closed. They fall naturally into two classes—advertisers and non-advertisers. There are certain stores in every college town which traditionally have the bulk of student trade. For years they have catered to and drawn their profits from the student body. These may be counted on as sure space buyers. But don't be satisfied with a half page this time because a half page was used last year. Show the proprietor how he can increase business by doubling his advertising. Right here suggest helpful, strong, selling copy for the larger space. Submit "different," ingenius, original sales copy and the result will frequently be larger space.

The non-advertiser in this particular sort of a publication is harder to sell. He, too, must be shown the **purchasing power** of the student body, the alumni and the homes of the students. He must be shown reader-interest as well as the number of subscribers and the sales opportunity the C. A. offers his particular business by the direct application of selling copy in the ad itself.

The positioning of advertisements is important. Is it tradition that usually compels the segregation of all advertising in the front and back of the book? If so, tradition is depriving advertisers of value for which they are willing to pay a fair price. But the old timers say "it destroys the appearance of the book." Sometimes it does, particularly so if you leave the topography and dress of the ads entirely to the advertiser. A careful use of art and taste to display forceful copy will make an advertising page compel the attention, hold the interest, and be as artistic in appearance as the text pages if care is given to carefully planned and executed layouts of pages. This treatment positively enhances the sales value of the advertising, making more business possible and enlarging the field of influence. Such pages of advertising can face text pages without detriment to the general appearance and character of the book. Tradition is the only sacrifice, and after all it is value you want to give to the man whose money you take for merchandising purposes. Give him a "look in" for his investment. Try running advertising on the left hand pages and facing right hand pages of "snap shots," comics, and cartoons. Give the advertiser the benefit of the special interest in these par-

ticular features. Cut some pages into quarters, others into eight equal parts, four to the column, for the cards of small advertisers, professional men—and public utilities. Frequently a page or more of business classifications may be secured, carrying perhaps not more than the name, address and telephone number. This space should be sold at a higher rate than full, half, or quarter page display.

Many professional folk as well as some commercial houses believe the dignity of their vocations demands merely name, address, and telephone number, plus white space. And right here too much emphasis cannot be put upon the value of white space. It's proper use adds strength and pulling power to the "copy" and a touch of character to the page—but for the commercial advertiser, **values** and **results** are the only genuine appeal for the solicitor to use.

Master and present the values the C. A. has always possessed—and you have the fight more than half won for a bigger advertising revenue than any previous year.

Be sane in solicitation. The shoe repair shop on the side street cannot expect to find profit in a double page spread. The cobbler's business among the student body is not large and his profits comparatively small. But the nationally known and widely advertised brand of men's clothing sold in a leading store in "Ourtown" as well as in leading stores in other important cities where live the alumni and parents, is a prospect for pages.

The big trade possibilities of such an account suggest an argument which the local dealer can present to the manufacturer for special publicity advertising to run in connection with the local merchant's advertisement.

Solicitation of the manufacturer will have to be done by mail, but if this is backed and seconded by a strong letter from the local dealer it will have great effect.

This as an illustration may be applied to any other nationally known line of merchandise. Secure the co-operation of the retail dealers in Ourtown and suggest the letter that they should write to the manufacturer.

Unless there is a strong local connection, National advertising will not be found available for the publications of any but the very large universities and colleges located in or near the larger cities, where very complete distribution is already secured.

On the other hand a much greater volume of local advertising may be secured by careful and thoro solicitation of the fine-tooth-comb variety—and the advertising pages of even the smallest C. A. may be made to contribute a greater revenue than the first estimate stipulates.



LIBRARY OF CONGRESS
0 030 219 011 2